

PRICES IN BARGAIN BASEMENT

SEEM INCREDULOUS,

they are so far under-priced. Here, as elsewhere, any goods you buy can be returned if not perfectly satisfactory. Read a few of these prices. There are hundreds of others:

41 dozen Extra Size Bleached Turkish Bath Towels, regular 37 and 50c. ones, each, 19c.
215 dozen Ladies' Bleached Full Size Ribbed Vests, 10 and 12½c. ones, for 6c.
Ladies' Full Size Ribbed Vests for 4c.
Ladies' Seamless Black Hose for 4c.
Misses' Black Ribbed 12½c. Seamless Hose. All sizes, for 7c.
Ladies' Cream Silk Lace Vests, silk trimmed, 50c. garments, for 25c.
Sheer White Persian Lawns and India Linens, 2,600 yards of the best 12½c. grades, priced, a yard, 7½c.
White Mercerized Oxfords and Madras, 12½ and 16c. everywhere, these, a yard, 8c.
3,500 yards Sheer White India Linens, best 8 and 10c. grades in the lot, a yard, 5½c.
Extra Wide 12½ White Organ-die is priced, a yard, 8½c.
210 dozen Hemmed and Fringed Towels, 5, 6 and 7c. ones, any for 3c.
TOILET SETS—Full sets, with slor jar, handsomely decorated, all colors, \$5.75 sets for \$3.50.
Umbrella Stands, were \$5.00, for \$3.00.
Handsome Real China Chop Plates for 75c.
\$2.75 China Cuspadores, best 25c. value, for 15c.
36 White Covered Dishes, 39c.
White Plates, 5c. each.
Silver Butter Knives, 29c. ones, 15c.
Nice Plated Teaspoons, were 79c., for 50c. a dozen.
A lot of Water Bottles to be sold for 15c.
Wine Glasses, 2c. each.
Ice-Cream Glasses, 4c.
Toilet Paper, 4c. a package.
Complete Fire Screens, hardwood, decorated, equal to hand-painted, 75c.
700 yards Mill-Ends of 12½c. Silkoline, yard wide, for 4c.

COHEN'S STORE

... AND ITS SALES ...

CONSTITUTES A GREAT PART ... OF RICHMOND RETAILING.



Muslin Underwear Sale

That Determines Cohen's Buying Power.

Sale on Second Floor.

3,654 dozen go on sale Monday, and more to come.

By strict instruction, not an offer could have been made for all these goods but for their being—1st, Perfect designs and finish; 2nd, best materials and perfect sewing; 3rd, full, liberal size and in perfect taste with the most cultivated patrons; 4th, prices to have been cheaper than the most liberal manufacturer would take our order for.

Back of this sale there is a story that need not be told. The garments themselves must be seen in order to appreciate what the occasion is worth to the Richmond public.

SKIRTS—Over 500 dozen ready for this sale.

25c. for Short Petticoats, with hemstitched cambric ruffle, tucked, draw-string band, value 39 and 50c.

50c. for Full-Length Walking Skirts, extra deep flounce, with 2 rows lace insertion and lace edge, value 98c.

44c. Skirts, of cambric, short petticoat length, made with umbrella ruffle, tucked, 60c. value.

60c. Skirts, full length, deep flounce, tucked and trimmed with wide Torchon lace, special values.

70c. Underskirts, with Torchon lace trimming or deep umbrella frill of embroidery, value \$1.19 and \$1.25.

85c. Underskirts, an immense lot of handsome lace and embroidery trimmed ones, \$1.50 to \$1.75 value; no duplicates of this lot.

\$1.25 Skirts, "partly lace," that is, the knee-deep flounce, entirely of lace insertions, a perfect \$2.25 skirt, value \$1.60.

\$1.60 Skirts, 24-inch umbrella flounce, 4 rows fine tucks, 3 Cluny lace insertions and wide edge, \$2.50 value.

\$1.08 Skirts, several styles, one style has 20-inch wide handsome embroidery flounce, that cannot be equalled under \$3.50; other Skirts to \$3.98.

60c. Gowns, various sorts, high or low neck, long or short sleeves, all full trimmed and perfectly made.

70c. Gowns of fine nainsook, low round neck, trimmed in fine French Val. lace, extra long and full, special \$1.25 value.

85c. Gowns of soft, fine nainsook, some trimmed in French Val. lace, double row lace insertion back and front, 2 rows ribbon heading, special \$1.75 to \$2.00 garments, are in this immense lot, any for 98c.

00c. Gowns of fine, soft cambric, yoke of embroidery insertions and full tucks.

85c. Sackie Gowns, in extra large sizes, neatly trimmed and especially full.

\$1.25 Gowns Nainsook, square neck front, trimmed in fine nainsook, embroidery, insertions and wide edges.

\$1.50 Gowns, handsome front, yoke of Swiss embroidery, insertions and fine tucks, low V-neck; a number of other styles at same price.

20c. Gowns for Children, trimmed neck and sleeves, with cambric ruffle.

12½c. Drawers of good muslin, deep hem and tucks, yoke bands and draw-strings.

20c. Drawers, 6-inch frill of wide Torchon lace insertion and lace edge.

30c. Drawers, 50 dozen of the best 50c. ones, trimmed with deep embroidery frill, in all sizes.

50c. Drawers of cambric or muslin, trimmed in lace or fine nainsook, Swiss and cambric embroidery, special 75 and 85c. values.

60c. Drawers of cambric, trimmed with deep frill of blind Swiss embroidery, cluster tucks above, special \$1.00 value.

70c. Drawers of soft, fine nainsook, umbrella frill of lawn, trimmed with French Val. lace insertion.

tion, tucks and lace edge; other styles at same price, regularly \$1.25.

7c. Corset Covers, all sizes, low neck, 200 dozen in the lot.

12½c. Corset Covers, low, round neck, cambric, perfect fitting, all sizes.

25c. Corset Covers, trimmed in wide Point de Paris lace, insertion and edge, full French cut, all sizes, draw-string waist.

50c. Corset Covers, over twenty styles, lace or embroidery, some are of the most elaborate, that cost usually 98c.

75c. Corset Covers, in a number of beautiful, neat and fancy styles, some of French Val. lace, others of Duchesse, all trimmed back and front with double rows of ribbon heading, all have draw-strings, long covers, and cannot be equalled under \$1.25 anywhere.

08c. Corset Covers, trimmed in the new Point Val. lace, 3 rows of insertions and lace edge, nothing to equal these were ever known for less than \$1.50 to \$2.00.

Other Corset Covers up to \$3.50.

25c. Chemise, round neck, trimmed with cambric ruffle and made of good muslin.

50c. Chemise, various styles, some are the long skirt, Chemise, yoke of embroidery, insertions and tucks, ruffle bottom; others of cambric, front trimmed with double rows Torchon lace.

70c. Chemise of fine cambric, skirt length, round yoke, trimmed prettily in fine embroidery, deep tucked ruffle on bottom.

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Infants' Wear,

Ladies' Shirt-Waists, Corsets, and Boys' Wash Suits Go With the Ladies' Muslin Underwear Sale.

The second floor will have doubled its employees Monday, and every garment will be a proof that Cohen's Store is the Made-Garment Store of Richmond, in both price and correctness of what they should be, no matter how cheap.

The Shirt-Waists Are to Sell.

Ladies' White Linen Canvas Waists, with large pearl buttons, to be sold for 50c.

The 08c. White Oxford Cloth ones for 75c.

\$2.75 White Persian Lawn Waists for \$1.85.

Four styles of Handsome White India Linen ones for \$1.00.

Linen Tailor Waists for \$2.75.

00 dozen sheer BLACK India Linen \$1.25 Waists for 05c.

\$8.75 Crepe de Chine Waists for \$5.08.

CHINA SILK WAISTS, the best \$3.75 and \$3.50 styles of this season, for \$2.45.

FOR THE INFANT—Dainty Silk Mull Hats, should be \$2.00, are \$1.00. Caps for 35c.; Drawers Bodies for 19c.; Underskirts, with bodies, for 20c.; the newest White P. K. Hoofers for 08c.; Pretty Muslin Gimpes, 39c., etc.

Boys' Sailor Wash Suits.

Many thousands of every description.

70c. buys \$2.00 ones.

\$1.00 buys \$1.50 and \$2.00 ones.

59c. buys \$1.45 ones.

20c. buys 75c. ones.

Boys' Woolen \$5 Suits for \$2.08.

Boys' Shirt-Waists, Hats and other of their needs.

50c. Woolen Pants sell for 10c., etc.

An Overzealous Silk Dealer Comes to Terms of Necessity.

There will be Silk Price Surprises again Monday. One of the human failings in judgment will be exemplified. The retail price will average just about one-half their held wholesale price. All this season's fabrics. Here is a partial recital:

40c. for 75c. Printed Liberty Foulards, pure silk, black grounds, with all styles white dots, close and scattered effects.

45c. for 75c. Black Peau de Soie, finest soft kid finish, guaranteed pure silk.

30c. for 65c. Printed Twilled Foulards, in tan, navy and black grounds, suitable for whole dresses.

37½c. for 65c. Black Japanese Silk, 27 inches wide, has a beautiful lustrous finish.

\$1.20 for \$1.75 Black Taffeta Imperial, full 36 inches wide, "wear guaranteed."

60c. for \$1.00 Pure Silk Van Ki Pongee, a new Japanese Silk fabric, 36 inches wide, selling price 23c.

50c. for 85c. White Habutai Wash Silk, soft and lustrous, for waists and commencement dresses, will launder perfectly.

Other Corset Covers up to \$3.50.

25c. Chemise, round neck, trimmed with cambric ruffle and made of good muslin.

50c. Chemise, various styles, some are the long skirt, Chemise, yoke of embroidery, insertions and tucks, ruffle bottom; others of cambric, front trimmed with double rows Torchon lace.

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